

IN THE CLAIMS

Claims 1-28 (cancelled)

29. (New) A system for enabling a customer to order a required product, comprising:
a voice recognition mechanism for recognizing voice commands from the customer, and
a display mechanism responsive to the recognized voice commands for displaying images
assisting the customer in ordering the product during a product ordering session,

the display mechanism being configured for displaying a first screen representing a first
phase of the product ordering session and a second screen representing a second phase of the
product ordering session, and

the voice recognition mechanism being configured to establish a first set of voice
commands recognizable when the first screen is displayed, and a second set of voice commands
recognizable when the second screen is displayed.

30. (New) The system of claim 29, wherein the first set of voice commands differs
from the second set of voice commands.

31. (New) The system of claim 29, wherein the voice recognition mechanism is
configured to recognize only voice commands of the first set when the first screen is displayed,
and to recognize only voice commands of the second set when the second screen is displayed.

32. (New) The system of claim 29, wherein the display mechanism is configured to
display a first set of images corresponding to the first set of voice commands when the first

screen is displayed, and to display a second set of images corresponding to the second set of voice commands when the second screen is displayed.

33. (New) The system of claim 32, wherein the display mechanism is configured to perform a predetermined operation in response to a voice command recognized by the voice recognition mechanism, and to perform the same predetermined operation in response to selection of a displayed image corresponding to the recognized voice command.

34. (New) The system of claim 29, wherein the display mechanism is responsive to a recognized voice command to replace the first screen with the second screen, where the first and second screens represent non-consecutive phases of the product ordering session.

35. (New) The system of claim 29, wherein the voice recognition mechanism and the display mechanism are elements of a product ordering terminal in a retail facility.

36. (New) A system for enabling a customer to order a required product, comprising:

a voice recognition mechanism for recognizing voice commands from the customer, and
a display mechanism responsive to the recognized voice commands for displaying images assisting the customer in ordering the product during a product ordering session,

the voice recognition mechanism being configured to establish a first set of voice commands recognizable during a first phase of the product ordering session, and a second set of voice commands recognizable during a second phase of the product ordering session, and

the display mechanism being configured for displaying a first set of images representing the first set of voice commands during the first phase of the product ordering session, and for displaying a second set of images representing the second set of voice commands during the second phase of the product ordering session.

37. (New) The system of claim 36, wherein the first set of voice commands differs from the second set of voice commands.

38. (New) The system of claim 36, wherein the voice recognition mechanism is configured to recognize only voice commands of the first set during the first phase of the product ordering session, and to recognize only voice commands of the second set during the second phase of the product ordering session.

39. (New) The system of claim 36, wherein the display mechanism is configured to perform a predetermined operation in response to a voice command recognized by the voice recognition mechanism, and to perform the same predetermined operation in response to selection of a displayed image corresponding to the recognized voice command.

40. (New) A method of ordering a product using a terminal supplied with voice commands from a customer, the method comprising the steps of:

establishing a first set of voice commands executed by the terminal during a first phase of a product ordering session,

establishing a second set of voice commands executed by the terminal during a second phase of the product ordering session,

displaying a first set of images corresponding to the first set of voice commands during the first phase of the product ordering session, and

displaying a second set of images corresponding to the second set of voice commands during the second phase of the product ordering session.

41. (New) The method of claim 40, wherein the first set of voice commands differs from the second set of voice commands.

42. (New) The method of claim 40, wherein only voice commands of the first set are executed during the first phase of the product ordering session, and only voice commands of the second set are executed during the second phase of the product ordering session.

43. (New) The method of claim 40, wherein a predetermined operation is performed in response to a voice command of the supplied voice commands, and the same predetermined operation is performed in response to selection of a displayed image corresponding to the voice command.